



AGENDA ITEM #: 10
DATE OF MEETING: July 20, 2006

ACTION: X
DISCUSSION:

PROJECT TITLE: Statewide Partnership Program

A. SUMMARY OF REQUEST:

The Statewide Partnership Program will support five to eight of California's most effective nonprofit organizations to provide education, outreach and leadership development enabling parents and caregivers of children ages 0 to 5 in local communities to access First 5 services for their children.

This request is to approve the Statewide Partnership Program plan, which includes a competitive bidding process that is one element of First 5 California's existing public relations contract with The Rogers Group (TRG). TRG subcontractors, Community Partners and The Children's Partnership, designed the plan, which calls for \$9 million to contract with organizations described above from November 2006 to March 2008. These funds will be used for activities described below.

B. BACKGROUND/HISTORY:

Parents of more than 3 million children ages 0 to 5 in California¹ are fortunate to have numerous school readiness services available to them. Yet many California parents do not know they can obtain health care, parenting, nutrition, immunization, early literacy, and preschool services through First 5. In addition, the young children and parents who can benefit most from these services -- low-income families and those with language barriers -- are least likely to know about and use them.

In response to these challenges, First 5 California developed the idea of the Statewide Partnership Program. The program will help reach parents and caregivers of children from birth to age 5—to let them know what services are available and connect them to these services. The Statewide Partnership Program will also provide these parents and caregivers with leadership development and training so they can become effective voices for early childhood services and help bring needed policies and programs to their communities.



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C. PROPOSAL:

The Statewide Partnership Program will seek prospective partner organizations through a competitive bidding process from the spectrum of California groups serving parents, caregivers, families and communities. We expect to assemble a group of partners who together represent the diversity of California in terms of geography, culture, ethnicity, primary language, etc., with an emphasis on difficult to reach populations. Partner selection will be based on the following criteria:

- Service to clients and constituencies statewide or in large geographic areas
- Strong credibility and physical presence in the geographic area(s) served
- A proven track record in effective policy or direct service activities with parents and/or people who care for and serve young children and their family members
- Current, funded program activity, aimed at training or empowering parents and people who care for and serve young children
- The skill, ability and stability to work effectively with their underserved target population(s)
- The organizational capacity to quickly absorb new funding and produce desired outcomes
- A desire and willingness to share work results, challenges and successes with the other partners in this statewide effort

The selection of partner organizations will involve the following steps:

- Community Partners and The Children's Partnership will undertake a competitive bidding process, which will reach out to qualified organizations with detailed program requirements, describing minimum Statewide Partner qualifications, and soliciting creative responses.
- Prospective contractors will develop and submit proposals including a detailed work plan and budget with measurable outcomes for accountability.
- Community Partners and The Children's Partnership, in consultation with The Rogers Group, First 5 California staff, and two representatives from the county commissions will review and recommend five to eight contractors to the Commission.

1. Scope of Work

Public Education and Outreach: Statewide Partners will target parents and caregivers of young children ages 0 to 5 to increase and improve their knowledge,



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awareness and ability to access important services for their children, including health, school readiness, preschool, special needs, parent education, early childhood development, Family Resource Centers, and other First 5 California-funded programs.

Parent/Caregiver Leadership Development and Training: Statewide Partners will carry out activities to educate parents and caregivers about how to advocate for their children so they can help bring needed policies and services to their communities, including those related to health, school readiness, preschool, special needs, parent education, early childhood development, Family Resource Centers, and other First 5 California-funded programs.

2. Primary goals and objectives

Organizations selected for the Statewide Partnership Program will work together and independently with parents and caregivers to achieve the following four outcomes:

- Increased use of available First 5 programs and services by young children and their parents/caregivers,
- Increased number of parents and caregivers who are trained as leaders and make their voices heard,
- Ability of parents or caregivers to influence the outcome of one or more policy debates, and
- Increased capacity within partner organizations to engage parents and caregivers.

3. Population

California's diverse and underserved populations with children ages 0 to 5 will benefit from this program.

4. Time frames

The Statewide Partnership program will run from July 2006 through June 2008 when The Rogers Group completes its current public relations contract.

The bidding process commences in July 2006 with contracts awarded on or before November 2006. Partners will conduct outreach and training over a 16-month



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period, November 2006 to February 2008, with March-June 2008 reserved for evaluation and contract completion tasks.

5. Evaluation

Work with Statewide Partners and First 5 California Program Staff to Support Strong Program Plan Implementation – Community Partners and The Children’s Partnership, working alongside First 5 California and The Rogers Group staff, will maintain in-person and/or remote contact at least quarterly with representatives from partner organizations. This contact will serve as a means of staying current on the status of program implementation, identifying and resolving problems, providing capacity-building technical assistance, sharing useful ideas and advice, preparing for periodic convenings, spotting opportunities for program advances and deepening relationships with and among key program participants.

Monitoring Results and Applying Lessons Learned – Using periodic partner status and budget reports, backup documentation, dialogue with partner organizations, and communications with The Rogers Group, Community Partners will monitor the progress of partner organizations against planned outcomes. Community Partners and The Children’s Partnership will also assemble lessons learned throughout the Partnership Program and will periodically review these lessons with the leadership of partner organizations, Commissioners and Commission staff.

6. Cost

As specified in The Rogers Group contract, \$450,000 of their contract budget is allocated toward development and management of the Statewide Partnership Program with \$9 million to be distributed to Statewide Partners for program implementation.

D. FIRST 5 CALIFORNIA OBJECTIVES:

First 5 California’s Statewide Partnership Program will help more young children receive school readiness services through educating parents and caregivers about the resources available. In addition, the Commission will have helped develop long-term leadership and action by parents who are too often left out of the policymaking process but who know firsthand what their children need.



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E. INTERFACE/IMPACT ON OTHER PROGRAMS:

The Statewide Partnership program is one element of First 5 California's broader public relations efforts through its public relations contract with The Rogers Group, and will complement the overall communications strategies and tactics to ensure consistent and cohesive messaging and branding of First 5.

One of the Statewide Partners' requirements will be to notify county commissions of outreach efforts. We will coordinate the Partnership Program with local commissions and the Association.

F. ATTACHMENTS

None.

¹ US Census Bureau, 1990; 2000. As cited in: *The 2003 California Child Care Portfolio*, California Child Care Resource and Referral Network, 2003.